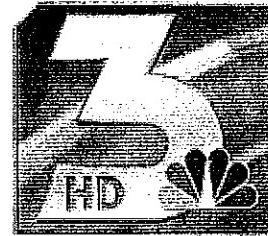


## ORDER



Orders	Order / Rev:	103575	Primary AE:	Amy McCreary
	Alt Order #:	06829900	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	08/29/12 - 09/04/12		
	Original Date / Rev:	06/26/12 / 07/16/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K St. NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Heller-Dean for U.S. Senate - Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/04/12	50	\$37,100.00	\$31,535.00		September 2012	50	\$37,100.00	\$31,535.00	0.00
					Totals		50	\$37,100.00	\$31,535.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$400.001	0.00	NM	3	\$1,200.00	
M-F 5-6a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 08/27/12	09/02/12	--WTF--	3	\$400.00	0.00								

Order / Rev: 103575  
Alt Order #: 06829900  
Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00		
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 --WTF-- 3 \$400.00 0.00																	
E 2	KSNV	09/03/12	09/04/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	MT-----	:30	2	\$400.001	0.00	NM		2	\$800.00		
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 MT----- 2 \$400.00 0.00																	
E 3	KSNV	08/29/12	08/29/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	--W----	:30	1	\$700.001	0.00	NM		1	\$700.00		
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 --W---- 1 \$700.00 0.00																	
E 4	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00		
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00																	
E 5	KSNV	09/04/12	09/04/12	Today Show Today Show		CM	658a-9am		-T-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
<b>TODAY SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 -T----- 1 \$1,400.00 0.00																	
E 6	KSNV	08/30/12	08/30/12	Today Show Today Show		CM	658a-9am		---T---	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
<b>TODAY SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 ---T--- 1 \$1,400.00 0.00																	
E 7	KSNV	08/29/12	08/31/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a		--W-F--	:30	2	\$500.001	0.00	NM		2	\$1,000.00	
<b>TODAY SHOW II</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 --W-F-- 2 \$500.00 0.00																	
E 8	KSNV	09/04/12	09/04/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a		-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00	
<b>TODAY SHOW II</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 -T----- 1 \$500.00 0.00																	
E 9	KSNV	09/03/12	09/04/12	M-F Today Show III 4th HOM Today 4th Hour		10am-11am		-T-----	:30	2	\$325.001	0.00	NM		2	\$650.00	
<b>TODAY SHOW III</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 -T----- 2 \$325.00 0.00																	
E 10	KSNV	08/29/12	08/31/12	M-F Today Show III 4th HOM Today 4th Hour		10am-11am		--WTF--	:30	3	\$325.001	0.00	NM		3	\$975.00	
<b>TODAY SHOW III</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 --WTF-- 3 \$325.00 0.00																	
E 11	KSNV	08/30/12	08/31/12	Noon News Noon News		CM	12-1230pm	--TF--	:30	2	\$425.001	0.00	NM		2	\$850.00	
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12 09/02/12 ---TF-- 2 \$425.00 0.00																	
E 12	KSNV	09/03/12	09/04/12	Noon News Noon News		CM	12-1230pm	MT-----	:30	2	\$425.001	0.00	NM		2	\$850.00	
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 09/03/12 09/09/12 MT----- 2 \$425.00 0.00																	
E 13	KSNV	09/03/12	09/04/12			CM	5-630p	MT-----	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00	

Order / Rev: 103575  
Alt Order #: 06829900  
Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F Early News										
				M-F Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	MT-----		4	\$1,000.00			0.00				
E 14	KSNV	08/29/12	08/31/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.001	0.00	NM	6	\$6,000.00
				M-F Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	--WTF--		6	\$1,000.00			0.00				
E 15	KSNV	08/29/12	08/31/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.001	0.00	NM	3	\$3,000.00
				M-F Wheel of Fortune										
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	--WTF--		3	\$1,000.00			0.00				
E 16	KSNV	09/03/12	09/04/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,000.001	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune										
				WHEEL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	MT-----		2	\$1,000.00			0.00				
E 17	KSNV	09/03/12	09/04/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.001	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston										
				FACE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	MT-----		2	\$800.00			0.00				
E 18	KSNV	08/29/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$800.001	0.00	NM	3	\$2,400.00
				Face to Face w/ J.Ralston										
				FACE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	--WTF--		3	\$800.00			0.00				
E 19	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.001	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	---T---		1	\$1,100.00			0.00				
E 20	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.001	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	M-----		1	\$1,100.00			0.00				
E 21	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.001	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	----SS		2	\$1,100.00			0.00				
E 22	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.001	0.00	NM	1	\$350.00
				News 3 Sunrise SATURDAY										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	-----S-		1	\$350.00			0.00				
E 23	KSNV	09/01/12	09/02/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.001	0.00	NM	2	\$1,300.00
				Sa-Su Early News										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	-----SS		2	\$650.00			0.00				
E 24	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM	1	\$625.00
				Sunday Today										
				SUN TODAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/27/12	09/02/12	-----S		1	\$625.00			0.00				
E 25	KSNV	09/02/12	09/02/12	CM	Sun 1135p-1200a	-----S	:30	1	\$400.001	0.00	NM	1	\$400.00	

Order / Rev: 103575  
 Alt Order #: 06829900  
 Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: \_\_\_\_\_

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	-----S			1		\$400.00		0.00				
														Totals	50 \$37,100.00